

## **Remarks**

This Amendment is in response to the Office Action mailed May 18, 2000. In the Office Action, the Examiner objected to the specification, claim 7, and claim 14, rejected claims 1-38 under 35 U.S.C. § 101 and §102, and rejected claims 1-14, 16-21, 27-30, and 36-38. Applicants have canceled claims 15, amended claims 1-14, 16-37, and added claims 39-45. The added claims introduce no new matter. Claims 1-14, 16-45 are pending in the application. Reconsideration in light of the amendments and remarks made herein is respectfully requested.

### **I. Specification**

The Examiner objects to the word "munging" used in the specification. The Examiner requests clarification on what is meant by "munging". "Munging" is nothing more than a name. "Munging" agent, as defined in the specification, is an application program running on the content provider to assimilate incoming data. See, Specification, page 11 (lines 18-22).

Applicants respectfully requests that the Examiner withdraw the objection to the specification.

### **II. Claim Objections**

The Examiner objects to claims 7 and 14 because of the informalities. In response, Applicants have amended claims 7 and 14 accordingly.

Applicants respectfully request that the Examiner withdraw the objection to claims 7 and 14.

### **III. Rejection Under 35 U.S.C. § 101**

In the Office Action, the Examiner rejects claims 1-38 because the Examiner asserts the claimed invention is directed to non-statutory subject matter. The Examiner stated it is not clear from the language what practical purpose(s) the claims set out to achieve.

Per the phone conversation with the Examiner on July 26, 2000, the Examiner orally agreed to withdraw the rejection under 35 U.S.C § 101 on independent claims 1, 7, 14 and their respective dependent claims. However, the Examiner stated the rejection under U.S.C. § 101 still stands for claim 15. In response, Applicants have canceled claim 15. Therefore, the rejection of claim 15 under U.S.C. § 101 is moot.

Applicants respectfully request the Examiner to formally withdraw the rejection under 35 U.S.C. § 101.

### **IV. Rejection Under 35 U.S.C. § 112**

The Examiner rejects claims 1-38 under 35 U.S.C. § 112, first paragraph, as containing subject matter which was not described in the specification in such a way as to enable one skilled in the art to which it pertains, or with which it is most nearly connected, to make and/or use the invention.

Applicants have amended independent claims 1, 7, 14, and their respectively dependent claims and canceled claim 15. The rejection under 35 U.S.C. § 112, first paragraph is moot.

Therefore, Applicant respectfully requests that the Examiner withdraw the rejection of claims 1-14, 16-38 under 35 U.S.C. § 112.

**V. Rejection Under 35 U.S.C. § 103**

In the Office Action, the Examiner rejects claims 1-14, 16-21, 27-30 and 36-38 under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 5,796,952 issued to Davis et al. ("Davis") in view of U.S. No. 5,423,043 issued to Fitzpatrick et al. ("Fitzpatrick"). Applicants respectfully traverse the rejection for the following reasons.

Davis discloses a tracking program embedded in a file which is downloaded from a server and runs on a client to monitor various indicia (Davis, Col. 4, lines 46-47). In contrast, the present invention discloses a rule book that generates rules based on a user rule page. The rule controlling the selecting of a content from a database.

Fitzpatrick discloses a media association agent to monitor, build, maintain and recall links based on prior actions and user choices (Fitzpatrick, Col. 2, lines 27-29). Fitzpatrick does not disclose a rule book that generates rule controlling the selecting of a content from a database.

The Examiner interprets the rule book in the present invention as a database that generates various rules corresponding to different conditions. Applicants disagree. The rule book in the present is more than a database. Not only that the rule book can generate rules based on the information obtain from the target computer in a rule page but it also can transmit a content from a database to the target computer under the control of a rule.

Davis and Fitzpatrick, taken alone or in combination do not disclose, suggest, or render obvious a rule book that generates a rule based on a rule page. This aspect of the invention is supported in the specification on page 6, lines 21-25, page 9, lines 1-6 and is recited in amended claims 1, 7, and 14.

Therefore, Applicants believe that independent claims 1, 7, 14 and their respective dependent claims are distinguishable over the cited prior art references. Accordingly, Applicants respectfully request the rejection under 35 U.S.C. § 103(a) be withdrawn.

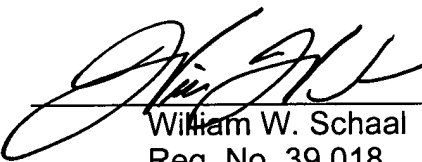
### Conclusion

In view of the amendments and remarks made above, it is respectfully submitted that the pending claims are in condition for allowance, and such action is respectfully solicited.

Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP

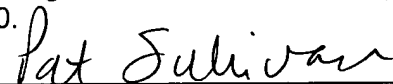
Dated: August 2, 2000

  
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### CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Assistant Commissioner for Patents and Trademarks, Washington, D.C. 20231 on: August 2, 2000.

  
Pat Sullivan  
Date 8/2/00